

Message Text

UNCLASSIFIED

PAGE 01 NAHA 00560 01 OF 02 060808Z

11

ACTION EA-09

INFO OCT-01 ISO-00 CU-04 EB-07 CIAE-00 DODE-00 INR-07

NSAE-00 PA-02 USIA-15 PRS-01 SP-02 NSC-05 OMB-01

COME-00 OES-05 IO-10 OFA-01 INT-05 NSF-02 EPA-04 /081 W

----- 022068

R 060504Z NOV 75

FM AMCONSUL NAHA

TO AMEMBASSY TOKYO

INFO SECSTATE WASHDC 1912

AMEMBASSY SEOUL

AMEMBASSY TAIPEI

COMUSJAPAN YOKOTA AB

OAC CAMP BUTLER

USAGO MACHINATO

313TH AD KADENA

MARCORB CAMP FOSTER

COMFLEACTS OKINAWA

OAFO CAMP BUTLER

USPAV KADENA AB

CINCPAC FOR POLAD

UNCLAS SECTION 1 OF 2 NAHA 560

DEPT PASS USIA

E.O. 11652: NA

TAGS: SCUL, JA

SUBJ: EXPO-75 AT MIDPOINT

REF: NAHA 425

PAGE TWO RHAIBQA4804 UNCLAS SECTION 1 OF 2 NAHA 560

SUMMARY: THE INTERNATIONAL OCEAN EXPOSITION OKINAWA (EXPO) RECORDED ITS TWO MILLIONTH VISITOR SHORTLY AFTER PASSING ITS HALFWAY POINT IN LATE OCTOBER. THE RECESSION, TRANSPORTATION COSTS, INITIAL BAD PUBLICITY, AND LOCAL LEFTIST OPPOSITION HURT INITIAL ATTENDANCE, BUT THE COOLER WEATHER AND GROWING INTEREST SHOULD AUGMENT THE TURNOUT. THE U. S. PAVILION CONTINUES TO DRAW ABOUT HALF THE TOTAL

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 NAHA 00560 01 OF 02 060808Z

VISITORS. THE EXPO IS DRAWING OKINAWA INTO CLOSER ORBIT WITH THE

REST OF JAPAN, HAS IMPROVED TRANSPORTATION AND COMMUNICATIONS, HAS BROUGHT MONEY AND TECHNOLOGY TO OKINAWA, BOOSTED TOURISM, AND GIVEN THE ISLAND AN IMPROVED INTERNATIONAL IMAGE.

THE GOJ PLANS HEAVY EXPENDITURES TO TRANSFORM THE SITE INTO A CONTINUING TOURIST RESOURCE. END SUMMARY

1. EXPO-75 REACHED ITS HALFWAY POINT ON OCTOBER 19. SHORTLY THEREAFTER, ON OCT 27, THE TWO MILLIONTH ENTRANT WAS RECORDED, ALTHOUGH THERE ARE SOME CONFLICTING CLAIMS OF HIGHER ATTENDANCE. ASSUMING THAT ATTENDANCE WILL PICK UP DURING THE COOLER MONTHS AND DURING THE HOLIDAY SEASON, AUTHORITIES NOW ESTIMATE THAT TOTAL ATTENDANCE WILL REACH 4 TO 4.5 MILLION, CLOSE TO THE ORIGINAL ESTIMATE. THE FAIR WILL BREAK EVEN IF IT REACHES 4.5 MILLION;

PAGE THREE RHAIBQA4804 UNCLAS SECTION 1 OF 2 NAHA 560

THERE WILL BE A DEFICIT OF OVER \$3 MILLION IF ONLY 4 MILLION ATTEND.

2. THERE IS SOME CONTROVERSY OVER THE LESS THAN EXPECTED TURNOUT. DIRECTOR GENERAL OF THE PRIME MINISTER'S OFFICE UEKI, IN RESPONSE TO A DIET QUERY, CAUSED A MINOR FLAP BY ATTRIBUTING THE SHORTFALL TO INSUFFICIENT POSITIVE EFFORTS BY THE OKINAWANS TO ATTRACT VISITORS. THE OPPOSITION GOT UEKI TO ADMIT THAT SOME OF THE BLAME SHOULD BE SHARED BY THE GOJ BECAUSE OF ITS OWN INSUFFICIENT PREPARATIONS. GOVERNOR YARA PUBLICLY ATTRIBUTED THE PROBLEM TO THE ECONOMIC RECESSION AND TO THE HIGH TRANSPORTATION COSTS. ANOTHER OKINAWAN OBSERVER BLAMED THE IDEOLOGICALLY INSPIRED ANTAGONISM TO THE EXPO OF BOTH THE LOCAL NEWSPAPERS AND THE UNIONS, PARTICULARLY THE TEACHERS UNION WHO KEPT STUDENTS AWAY AT FIRST (GRADUALLY MORE AND MORE SCHOOL GROUPS ARE BEGINNING TO ATTEND, HOWEVER). THE ATTACKS ON THE CROWN PRINCE PRIOR TO THE OPENING WERE NEGATIVE PUBLICITY AND, PERHAPS MORE SIGNIFICANTLY, THE INITIAL HIGH PRICES ON OKINAWA WERE WIDELY PUBLICIZED.

3. WHATEVER THE ATTENDANCE, REACTION TO THE EXPO ITSELF HAS BEEN GOOD. BUGS IN SOME OF THE EXHIBITS AND IN THE ON-SITE TRANSPORTATION MODES HAVE BEEN IRONED OUT, AND NEW TRANSPORTATION

PAGE FOUR RHAIBQA4804 UNCLAS SECTION 1 OF 2 NAHA 560

SYSTEMS AND REST FACILITIES ADDED. A SURVEY CONDUCTED SEPT 24 UNCLASSIFIED

UNCLASSIFIED

PAGE 03 NAHA 00560 01 OF 02 060808Z

INDICATED 73 PERCENT OF VISITORS HAD A GOOD TO EXCELLENT IMPRESSION OF EXPO. THE MOST POPULAR ATTRACTIONS ARE THE AQUARIUM AND DOLPHIN SHOW, THE AQUAPOLIS, AND THE OKINAWA, MITSUBISHI, AMERICAN AND SOVIET PAVILIONS. THE U.S. PAVILION IS GETTING ABOUT ONE-HALF THE TOTAL ATTENDANCE WITH AN EXHIBIT THAT IS NOT DESIGNED TO ATTRACT THE NON-SCIENTIFIC VISITOR; 100 PERCENT OF ALL GROUPS WITH A SERIOUS OCEANOGRAPHIC INTEREST VISIT THE U.S. PAVILION, INCLUDING OFTEN THE REFERENCE LIBRARY. THE LEFT-LEANING PRESS SURPRISINGLY GAVE EN-

THUSIASTIC COVERAGE TO BOTH THE U.S. EXHIBIT AND TO AMERICA DAY.

4. AT MID-POINT, INFORMED OBSERVERS ARE GENERALLY AGREED ON THE BENEFITS EXPO IS BRINGING TO OKINAWA:

A. OKINAWA HAS BEEN BROUGHT INTO THE ORBIT OF MAINLAND JAPAN AND INTO BETTER COMMUNICATION WITH OTHER PREFECTURES.

B. EXPO HAS BROUGHT OKINAWA NEW HIGHWAYS AND PORT AND AIRPORT FACILITIES WHICH WILL PERMIT GREATER DISPERSAL OF POPULATION AND PRODUCTION.

C. BOTH THE PREPARATIONS AND THE EXPO ITSELF HAVE BROUGHT HIGH TECHNOLOGY AND KNOWLEDGE TO OKINAWA, ESPECIALLY IN CIVIL ENGINEERING

PAGE FIVE RHAIBQA4804 UNCLAS SECTION 1 OF 2 NAHA 560

AND CONSTRUCTION, AND OF COURSE OCEANOGRAPHY.

D. SOME \$300 MILLION HAS BEEN SPENT ON GOODS AND SERVICES IN OKINAWA. (THERE ARE CONTINUING COMPLAINTS, HOWEVER, THAT MUCH OF THE MONEY HAS FLOWED BACK TO MAIN ISLAND FIRMS AND THAT THE JAPANESE PACKAGE TOURS SYSTEM RESTRICTS SPENDING TO ONLY A FEW AREAS.)

E. OKINAWAN TOURISM, HOWEVER, IS GETTING AN IMMENSE BOOST IN BOTH PUBLIC RELATIONS, TRAINING AND FACILITIES, WHICH WILL GREATLY ENHANCE ITS ABILITY TO CONTINUE AS THE MAIN INDUSTRY OF OKINAWA.

5. WHILE MUCH OF THE BENEFIT FROM EXPO IS IMMEDIATE AND MONETARY, MUCH ALSO IS INTANGIBLE OR LONG RANGE. NOW AT MID-POINT, INTEREST IN EXPO APPEARS TO BE ON THE RISE, THE OPPOSITION IS SILENT, AND ATTENTION IS FOCUSED MORE ON MAKING THE LAST HALF A SUCCESS PLUS DEVELOPING THE FAIRGROUNDS INTO A NATIONAL PARK WHICH WILL ATTRACT.

SYLVESTER

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 NAHA 00560 02 OF 02 060634Z

11

ACTION EA-09

INFO OCT-01 ISO-00 CU-04 EB-07 CIAE-00 DODE-00 INR-07

NSAE-00 PA-02 USIA-15 PRS-01 SP-02 NSC-05 OMB-01

COME-00 OES-05 IO-10 OFA-01 INT-05 NSF-02 EPA-04 /081 W

----- 021232

R 060504Z NOV 75

FM AMCONSUL NAHA

TO AMEMBASSY TOKYO

INFO SECSTATE WASHDC 1913

AMEMBASSY SEOUL

AMEMBASSY TAIPEI

COMUSJAPAN YOKOTA AB

OAC CAMP BUTLER

USAGO MACHINATO

313TH AD KADENA

MARCORB CAMP FOSTER

COMFLEACTS OKINAWA

OAFO CAMP BUTLER

USPAV KADENA AB

CINCPAC FOR POLAD

UNCLASSIFIED SECTION 2 OF 2 NAHA 560

TOURISTS AFTERWARDS. THE GOJ PLANS TO SPEND SOME \$30 MILLION OVER THREE YEARS TO RESTORE THE EXPO GROUNDS. THE SUPERB AQUARIUM, OCEAN CULTURES MUSEUM, AND SOME OTHER FACILITIES WILL ALSO STAY. THE PREFECTURAL GOVT IS NOW PRESSING THE GOJ TO REOPEN THE SITE TO THE PUBLIC AGAIN AS SOON AS POSSIBLE AFTER THE JAN 18 EXPO CLOSING, BUT IT WILL PROBABLY TAKE AT LEAST 3-6 MONTHS TO RE-STRUCTURE THE SITE.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, CULTURAL PRESENTATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 06 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975NAHA00560
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750385-0701
From: NAHA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751168/aaaacixp.tel
Line Count: 190
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 NAHA 425
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 05 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 SEP 2003 by ReddocGW>; APPROVED <23 FEB 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EXPO-75 AT MIDPOINT
TAGS: SCUL, JA
To: TOKYO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006